

City College News

A newsletter for staff, faculty and alumni of George Brown College

SUMMER 2006 VOL. 23 NO. 8

New look for college

Beginning this fall, our college will simply call itself George Brown College.

The words "The Toronto City College" and "The City College" will no longer be used as an integrated part of the college name, nor appear on the college's new logo, which will be unveiled this year.

The use of those descriptions in the college name confused people both inside and outside the college about the name of the college – which has always been George Brown. George Brown is well known, and has positive associations for the public.

"As the new logo is phased in over the coming months we expect the new visual identity and focused name will end a period of confusion in which both staff and the public were often unsure about the college's name," says Marketing Vice President Karen Thomson.

Removing direct references to Toronto in our name, however, does not mean George Brown is backing away from its close association with the city, says Thomson. "Because, of course, we still intend to maintain and communicate our strong connections with Toronto, we are researching alternative ways to profile those important links," she says.

The use of "City College" dates back to 1979 when it was added to the college's logo at that time. In 2002, the name Toronto was added to The City College and was given greater prominence in the promotion and marketing of the school. However, research shows the descriptions never caught on, remaining virtually unknown among the 'college destined' public, after almost seven years of prominent display.

The new logo will be the first visible appearance of college "re-branding," that will also include a new vision statement.

An online survey in early May provided staff with a preview of three possible designs

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FROM BATHROOM TO BALLROOM – It took second year Fashion Design student Shobie Ramnaraine more than 10 hours to create an elegant evening gown using huge sheets of bathroom tissue for a design competition. The material was hard to work with and would tear easily, says Ramnaraine. The competition was sponsored by the manufacturers of Cashmere bathroom tissue. In late April a panel of judges picked the dresses designed and made by students Steph Paczay, Caroline Rosenberg, Stephanie Kidd and Nancy Hoang to compete in the White Cashmere Student Design Competition Finale in September in Toronto. More than 200 fashion students in Ontario and Quebec are involved in the contest.

Inside:

**College a partner
with Parkdale
literacy project**

**Indian computer
students to earn
diplomas here**

College staff, students work with Parkdale literacy project

Over the past 10 years, George Brown staff and students have helped many adults learn to read in a partnership with Parkdale Project Read (PPR).

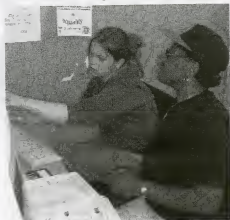
Located in the west-end neighbourhood of Parkdale, PPR provides one-to-one literacy and numeracy tutoring, workshops, reading groups, and computer and writing classes. PPR encourages a holistic, critical and learner-centred approach to literacy, which rekindles embodied spirit through creative activities of self-expression, such as journal writing, drama, art, singing, and crafts. Writing personal narratives can foster and encourage self-reflection and self-knowledge.

Some of the staff members are graduates from George Brown's community service programs who did their practicum at PPR. For example, Jo Petite, Andy Noel, Grace Diaz, Emily Lord and Sheldon Bartley, who all work at PPR, did a practicum at PPR. Chris Caron and Jim Nielson of the Access Centre also sit on PPR's board of directors.

Students with the Community Service programs, such as the Assaulted Women's and Children, Advocacy (AWCCA), Community Worker and Child and Youth, have been doing their placements at PPR for the past 10 years. Andy Noel, who did his practicum with the

Community Worker program in 2003-2004, found that the training in the program had mirrored PPR philosophy, in that this community agency fosters creative interventions for dealing with social injustices such as discrimination, racism, sexism, classism and poverty. Emily Lord was originally worried about having a placement that was not within the "traditional" counselling area. However, she found that by bringing the intensive skills training that she learned in the AWCCA program to the field of literacy allowed her to have a better insight into the whole self-learning process that PPR works within. This practicum also allowed her to understand how organizations within the typical counselling field might be inaccessible for people who are suffering from abuse but also lack literacy skills.

This partnership with the AWCCA program had developed from a pilot research project called the Women's Success Group, which explored Jenny Horsman's work on the impact of violence on learning. There is also a strong relationship with the Access Centre and PPR. While many of the PPR learners have continued with their learning with the Literacy and Basic Skills (LBS) program, the Access Centre works closely with the PPR staff referring learners to the LBS program. At the same time, Access



George Brown student Heather Blackwell (left) works with a client at Parkdale Project Read. Blackwell, who is graduating from the Assaulted Women's and Children's Counsellor Advocate program in June, works at the west-end literacy project along with other college students and staff.

centre staff who are on the PPR Board are actively involved in various committees, which includes fundraising and helping with the organization of a recent annual dance to celebrate Parkdale Project Read's 20th anniversary. George Brown students are also organizing a fundraising evening at the Concord Café (937 Bloor St. W.) on Friday Aug. 11 for information e-mail holispearson@hotmail.com. Parkdale Project Read's website is www.nald.ca/ppr.

New logo (continued from page 1)

for the new logo—each uses only the college name in conjunction with a graphic image. It has also been tested in focus groups with potential students.

Staff reactions to the proposed logos will become part of the decision-making process for selecting a final design, along with important input drawn from research focus groups made up of prospective students, the ultimate target audience. Additional research into the reactions of prospective students was conducted in June. "It's important that our visual identity appeals to students first, the people who are in a position to choose our college for their education," says Thomson.

Once adopted, it will take some time for the logo to appear on all college materials and at every location.

"We're looking at a soft roll-out of the logo and it will take several years before it's integrated completely," says Thomson.

"Marketing will take the lead in incorporating the logo across the college, and will provide templates and guidelines for staff to help them facilitate quality control, consistency and convenience when switching to the new design."



COOKING UP A BETTER DEAL FOR PERSONAL SUPPORT WORKERS—George Brown Personal Support Worker (PSW) student Anna Brilli shows Ontario Minister of Health and Long-term Care, George Smitherman, how she makes a cheese omelet in the PSW lab at St. James in early May. Smitherman toured the lab before making an announcement that PSWs—who usually care for elderly people at home—would get a higher minimum wage and would be paid for travel time between jobs. In his speech Smitherman praised the work of the college. "George Brown is a critical part of the Ontario health-care system," he said.

Indian computer students to earn diplomas here

Dozens of computer systems students from India are expected at George Brown in fall 2008 to complete a three-year program that will give them a George Brown diploma and an Indian degree.

The students will do two semesters at George Brown and then have the option of working in Canada for a year before returning to India.

The students will do their first two years at the Chitkara Educational Trust, a private post-secondary institution based in Chandigarh, in northern India. Established in 1997, Chitkara enrolls about 5,000 students a year and is affiliated with Punjab Technical University.

Chitkara is aiming to enroll 60 students in the joint program starting this fall. Joy McKinnon, VP of International, who is responsible for the program agreement with Chitkara, spoke with potential students at information sessions in four Indian cities in June.

"I have already interviewed about thirty potential applicants and expect to see 10 to 20 more today. Our press conferences here have been very effective – North India has been flooded with articles about GBC-Chitkara," she reported by e-mail on June 21.

The Chitkara program fits George Brown's goal of enrolling more international students.

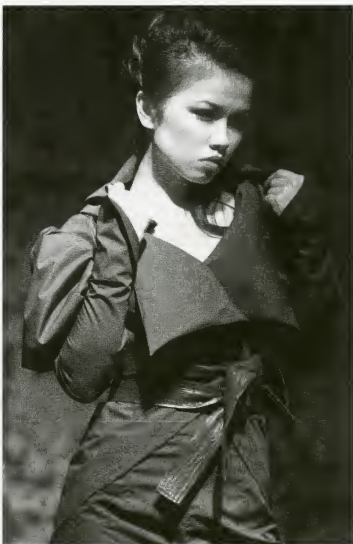
"George Brown College is already a preferred destination for many international students, and this partnership will further increase our draw for students from India," says George Brown president Anne Sado.

She also sees an advantage for George Brown students who could be exposed to different ideas, methods and perspectives from their Indian classmates. "The international exposure that our students will gain is an important advantage in a global economy, while employers operating in India will benefit directly from an increased supply of workplace-ready grads."

McKinnon says increasing diversity among an already culturally diverse student and staff population provides tangible benefits for George Brown students.

"Through their interactions with each other, faculty and employers, Chitkara and George Brown students will exchange valuable insights and work together. Employers value graduates with practical experience in working with international peers, especially in a city as diverse as Toronto," she says.

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FASHION EXPOSED – This puff-sleeved dress designed by first year fashion student Ana Kulauzov was featured in the annual college fashion show in late April. The show, called "Signatures 2006: Exposed" was held for the first time at the trendy Drake Hotel on Queen Street West, and featured a silent auction. More examples of student fashion are posted in the news section of georgebrown.ca.

NEWS SHORTS

Poet and Con Ed teacher Phil Hall (also brother of Human Rights Advisor Dale Hall) was one of three Canadian poets short-listed for the Griffin award, a prestigious Canadian and international poetry award worth \$50,000. He was nominated for his latest book *An Oak Hunch*. For more information and an example of Hall's poetry go to www.griffinpoetryprize.com

George Brown will host the Grandmothers' Gathering being organized by the Stephen Lewis Foundation from Aug. 10-13. The gathering will bring together over 300 grandmothers from 13 countries in southern Africa and Canadian grandmothers who want to support the many African grandmothers who must parent their grandchildren orphaned by AIDS. George Brown staff and students are invited to help out at the event. For information about volunteering call Justyna at ext. 3392. More details about the conference are available at: <http://stephenlewisfoundation.org/grandmothers.htm>

Several George Brown staff members were also involved in an international petition to secure a Nobel Peace Prize for Stephen Lewis. The online petition can be found at <http://www.petitiononline.com/Jambo/petition.html>

The Human Rights Office of George Brown has a new name that better reflects the work that it does, it is now known as Diversity, Equity and Human Rights Services.

The daily work routines, challenges and pleasures of a George Brown early childhood education worker was news to Canada's business community with an interview with of Mary Coutrouzas of our Scotia Plaza Child Care Centre in the *Globe and Mail's Report on Business* magazine in April. In the two-page spread Coutrouzas talks about interesting places for kids in the underground world downtown – and reveals that one thing her young charges love doing is pressing the wheelchair button to open doors – it's so popular they have to take turns.

President Anne Sado

I want to take the opportunity to look back over the year just ended, and thank you all for your good work and strong contributions to our many accomplishments.

I am very proud of the strong focus we continued to put on the quality of our students' experiences and on ensuring student success. This, of course, is our first priority as a college, and at the very heart of our Academic Strategy. With the objective of enhancing the student experience in mind, we renovated the Learning Commons and Student Service Centre at Casa Loma, and built the new integrated learning clinic at 175 Kendal. We also launched several new programs, signed key articulation agreements and created partnerships in support of students business, technology, health sciences and hospitality.

We met our enrolment targets, with real strength in International. This helped ensure we met our budget targets and allowed us to invest in key capabilities and strategic initiatives.

I am also proud of, and want to thank you, for the countless examples of individual initiative and creativity displayed by everyone over the past months. Every day I am impressed with the resourcefulness and dedication shown by George Brown staff to students, and to the building of positive, long-term relationships with our many partners in the community and industry. These efforts pay off. Last year we raised over \$1 million from individuals and organizations to support our academic programs.

I want you to know your efforts do not go unnoticed, and are also appreciated by our students and your colleagues. Your hard work and dedication are the essence of our reputation. Your successes are also noticed outside the college and I'm glad to report that George Brown received considerable recognition in the community over the past year, winning several high profile awards for teaching and program excellence.

As we move into a new year, I know we will continue to work together to build on our successes. I look forward to the future knowing a co-operative spirit is alive at George Brown and that it is allowing us to build a college we can all continue to take pride in. The coming year has many challenges, but there are just as many exciting projects in store as we continue to keep our sights on building student success and implementing our Academic Strategy. By working together to harness the energy, creativity and commitment of all staff we can expect to have another great year.

Thanks again for your hard work and commitment.



20-YEAR CLUB WELCOMES NEW MEMBERS – More than 25 George Brown staff members (above) join the roster of the college's 20-Year Club at its annual reception at the Hospitality Dining Room on May 18. A record 240 current and former staff, who worked at George Brown for more than 20 years, attended the reception.



REPAIRS UNCOVER UNDERGROUND STOREROOM Luigi Fabrizio (left) and Kevin Dawson of Martinway Contracting measure a recently uncovered underground 19th century storeroom at St. James Campus on Frederick Street. The storeroom was one of several used by the Christie Biscuit Factory in the 19th century for cold storage of ingredients. The store rooms were subsequently filled with rubble broken bricks and walled off from the inside of the building. The store rooms will disappear again soon, reinforced with concrete as part of waterproofing repairs to the foundations of the main building at 200 King St. E. Other maintenance projects underway this summer are new windows and painting at 1 Dartnell Ave., painting and refinishing floors at 300 Adelaide St. E., as well as painting, patching, electrical and mechanical upgrades throughout the college.

Indian computer students (continued from page 3)

For parents and students in India, the George Brown-Chitkara partnership offers a relatively low-cost choice as they consider options for post-secondary study overseas. "As a viable alternative to completing an entire program of study abroad, this is an especially valuable and affordable option for an international education," says Mohit Chitkara, Vice President of Chitkara.

Students in the program will pay about \$2,600 a year for the first two years of the program. Tuition at George Brown will be about \$10,000.

Three-year bachelor degrees from India are not the equivalent of four-year degrees from Canadian universities, and are not accepted as a basis for graduate studies by some institutions. Discussions are underway with Chitkara to launch similar programs in other technology and hospitality program areas.